



Job Description

Post Title	Marketing Executive
Reporting to	Head of Marketing
Liaises with	All members of the Marketing and Communications team, as well as Landmark internal stakeholders e.g. Engagement, Development and Operations
Hours	Full time
Location	Shottesbrooke or office/home in line with hybrid working model
Date of document	January 2025

The Landmark Trust is a charity that rescues important historic buildings that would otherwise be lost. We sensitively restore these 'Landmarks' and make them available for holidays so they can be enjoyed by a wide group of people. We have in our care nearly 200 buildings in Britain, and a handful in Italy.

Main Duties and Responsibilities

The Landmark Trust's marketing and communications team plays a critical role in delivering Landmark's overarching agreed strategic objectives, including sustaining/growing occupancy levels and communicating its charitable activities. The Marketing Executive will support the marketing team in promoting Landmarks as wonderful places to stay and reinforcing our purpose as a compelling charity deserving of support, to help increase awareness, engagement and booking and supporter income.

As a key member of the team, you will arrange and send Landmark's monthly marketing emails and report performance. You will be editing and updating content on the Landmark Trust website and providing digital content support to the team as well as the dissemination of recorded talks and webinars. In addition, you will coordinate incoming enquiries and occasional print marketing materials with designers and printers.

Specific activities:

Communications

- Coordinating marketing email newsletters - collating drafts, then building and scheduling to ensure delivery of effective and engaging emails
- Liaising with colleagues to produce engaging content, ensuring all emails are created on-brand and in-line with best practice
- Reporting engagement levels and analysing performance

- Adhoc training on Marketo to new members of staff
- Occasional collation and curation of key internal Landmark news, which is circulated to staff in a weekly Friday email to support employee engagement
- Uploading lunchtime talks to YouTube

Website:

- Working with the Digital Content Manager to create new web content and update current web pages with revised copy and imagery
- Editing and proofreading content
- Monitoring SiteImprove to identify content and fix errors such as spelling errors and broken links across the website
- Updating content recommendations based on user experience research and Web Content Accessibility Guidelines 2.1
- Supporting the upgrade of the CMS, such as testing new page templates and reviewing upgraded pages
- Monitoring and improving website content

Other:

- Manage creative resources including working with external designers, writers, printers, agencies
- First point of contact for day to day media enquiries, responding to photo and information requests or redirecting as required
- Occasional social media post creation and engagement

General:

- Working closely and harmoniously with colleagues in all respects
- Appreciating, and working within, the organisation's culture and to conduct all activities in a manner which promotes and enhances the Landmark Trust's character and reputation
- Landmark is an equal opportunities employer
- All staff are expected to fulfil their duties with due regard to their own health and safety and that of others
- Undertaking any other duties as may be reasonably required in the post
- This is an outline job description that may be subject to change in consultation with the post-holder

Category	Essential	Desirable
Education and Professional Qualifications	English language to GCSE	
Experience	<p>Experience of using a website content management system</p> <p>Experience of using an email editing system</p> <p>Work, including administrative, experience ideally in a busy office environment</p>	<p>Experience of using image editing software, preferably Adobe suite and Canva</p> <p>Experience of data analysis and interpretation</p> <p>Experience of coordinating printed marketing materials</p>
Skills and Abilities	<p>Ability to communicate effectively in writing and orally in both formal and informal situations</p> <p>Ability to work comfortably with both the written word and with images</p> <p>Excellent organisational skills</p> <p>Proven ability to acquire rapid understanding of new platforms and technology</p> <p>Meticulous attention to detail and the ability to plan and prioritise</p> <p>Self-motivated with the ability to progress several tasks simultaneously and maintain time scales, including when working under pressure</p> <p>Ability to work both alone and as part of a team</p> <p>Ability to problem-solve and think creatively</p> <p>Empathy with and commitment to the work of the Landmark Trust</p> <p>Willingness to learn</p> <p>IT literate and proficient in MS Office</p> <p>Ability to problem-solve and think creatively</p> <p>Confident in meeting others and building relationships over the phone and face to face</p>	<p>Full driving licence</p> <p>Technical competence using digital platforms</p>

WORKING AT LANDMARK

Newcomers say we're a friendly bunch who work hard. We are a flat, agile organisation, proud and passionate about the work we do.

Our benefits package includes hybrid and flexible working options and following probation, enhanced sick and holiday pay and pension and life assurance. There's also a relaxed dress code, staff welfare support through our Employee Assistance Program, a training and development scheme and opportunities to take part in our property review scheme.

CONTRACT DURATION

This is a full time permanent contract.

LOCATION

Our offices are based on the Shottesbrooke Park estate in the village of White Waltham near Maidenhead. Within the leafy surroundings are a 14th-century church, lake, walking paths and lots of wildlife. Converted stables and a farmhouse form the office base for the director and functional teams. We often meet for lunch around the kitchen table and go for walks in our breaks.

SALARY

In the range of £27,000 per annum depending on skills and competencies, paid monthly in arrears.

WORKING HOURS

35 hours a week.

HOLIDAYS

The holiday entitlement is 25 days per annum plus statutory holidays.

SICK PAY

During the the probationary period you will only be paid your Statutory Sick Pay entitlement. After this period, you will receive full basic pay during any sickness absence up to 20 days in any 12 month period. The Statutory Sick Pay will be included in this sick pay. Where absence exceeds seven consecutive calendar days and in certain other circumstances, a doctor's certificate will be required.

PENSION SCHEME

You will be automatically enrolled in Landmark's pension scheme.

MEDICAL HEALTH

Private health insurance, currently with BUPA, will be provided when you have been with Landmark for a year. Landmark's contribution will be pro-rated for part-time employees.

NOTICE

The appointment is subject to satisfactory completion of an initial 6 month probationary period, though this may be extended if more time is needed to assess suitability for employment. During this period the post will be subject to one week's notice on either side. A minimum of one month's notice in writing on either side applies after the end of the probationary period.

HEALTH & SAFETY

All staff are expected to observe all health and safety at work regulations as set out by January 2025

Landmark in accordance with statutory requirements.

CONTRACT

The successful applicant will be required to sign Landmark's Contract of Employment.

The purpose of this information is solely to help prospective employees to understand the details of Landmark's Conditions of Employment. It is not an offer of employment and does not form part of the Contract of Employment or the Job Description.